

# LUCERNE



*All year resort beautiful*  
on CLEAR LAKE

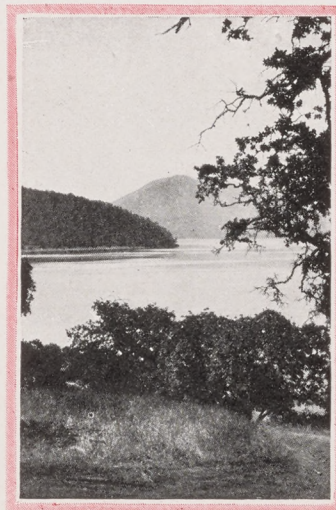


Roeg



### Hunting

**I**MMEDIATELY adjoining Lucerne is the California National Forest, and adjoining that, the Trinity National Forest, affording hundreds of square miles of the finest hunting in the West. Lake County is noted for deer, from four to seven hundred bucks having been taken in a single season. Mountain lion, bear, rabbit, marten, grouse, mountain quail and Chinese pheasant are found in quantity in these vast Reserves, while ducks and geese are also plentiful in season.



### Fishing

Clear Lake holds an irresistible lure for fishermen. The endless variety of fish that swarm its waters—sporty black bass, calico bass, blue gill, Sacramento perch, catfish, trout, etc.—has made it famous all over California. The big mouth black bass is so abundant that the season is open all the year 'round. It is not unusual for a fishing party to bring in forty to fifty fish in a few hours. Well stocked streams nearby afford pleasant diversion for the fisherman who desires to explore new waters. Boats and suitable fishing equipment are always available at Lucerne.



# Revel in the glorious out

## The Call of Lucerne

**W**HAT need to seek far distant shores when all the charm, romance, and splendor of Europe combine here at home? Here within easy reach of all on the Pacific Coast is the ideal vacation land. Lucerne situated on Clear Lake in the heart of the "Switzerland of America!" It carries with it so much of the charm and glamor of the Old World which its quaint name suggests and also embodies in itself all the conveniences and comforts of New World progress.

The brightest gem in California's crown of lakes — Clear Lake! The surrounding hills covered with majestic oaks, tall, whispering pines and dark green fir trees, hold this jewel of lakes in an emerald setting. Like a sparkling sapphire, Clear Lake stretches twenty-five miles long and from two to eight miles wide with a shore-line of nearly ninety miles.

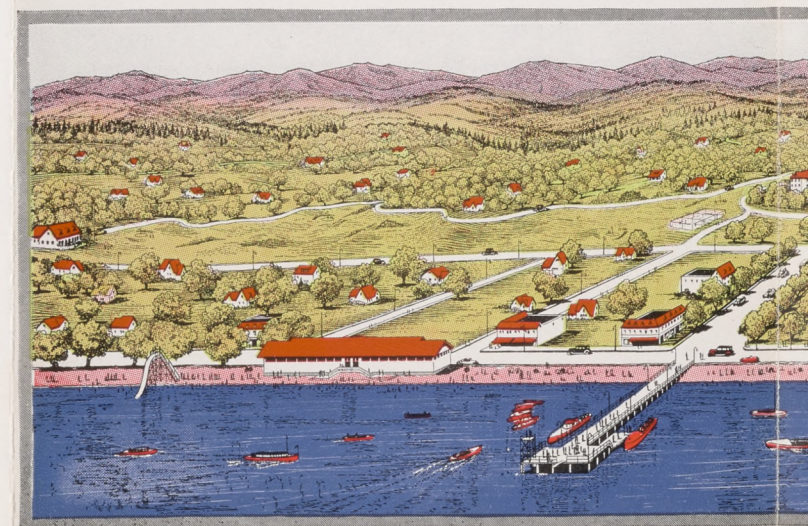
## An All-Year Ideal Resort Center

Away from the multitude, yet close enough to civilization to enjoy all known conveniences, Lucerne offers the best that life affords—scenic splendors unexcelled; an endless variety of all-year-'round, out-door sports and pleasures coupled with a health-giving, invigorating climate.

The climate of Lucerne is one of the most equable of all California. Nine months of the year the nights are suitable for sleeping out of doors, demonstrating very forcibly how ideal Lucerne is for a vacation center. With an elevation of only 1325 feet, this vacation land in the "Switzerland of America" is beneficial to all, particularly for those who find the high altitude of most mountain resorts unsuitable.



*ARTIST'S sketch of Lucerne which shows the Hotel Lucerne,—its stand it stands at the head of the Strand on*



"BEAUTIFUL LUCERNE" founded by the Clear Lake Beach Co. Offices: 815 So. F.



# Outdoors of Beautiful Lucerne



## Bathing

Swimming is a delight at lovely Lucerne with its wide, gradually sloping beach — no undertow, no tides and no breakers. The invigorating spring water which feeds the lake is a tonic to the city dweller. Dressing rooms, bathing suits, and beach umbrellas are procurable at the large, modern bathing pavilion, which has been built on one of the widest and choicest stretches of sandy beach.

The new 300-foot Pier is close to the Bathing Pavilion. Two big floats and a diving platform make the end of this pier a very desirable and popular place. Here boats come and go for fishing and other aquatic pleasures.

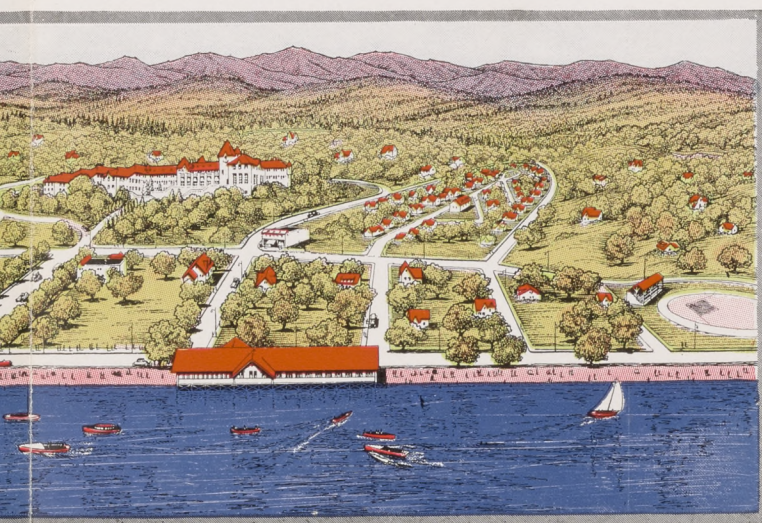
## Boating

Ever enchanting is this beautiful lake, so well adapted to every kind of boating. A fleet of row-boats and "put-put" boats is maintained and may be rented at a very nominal charge. Also trips on the lake may be enjoyed on delightful passenger launches for only a small charge. To the yachtsman, the lake offers unequalled facilities. Skimming over the broad expanse of the lake, one realizes that this thrill could not be experienced in high mountain resorts because the transportation of large craft is almost impossible and where the sailing range is limited.

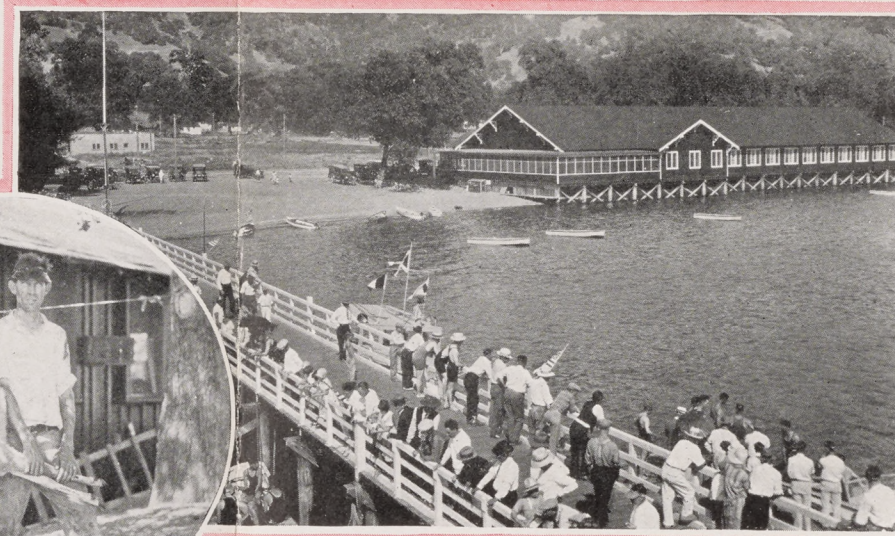
## Dancing and Social Life

The mammoth Dancing Pavilion and Social Lodge combined, is partly on the beach and partly over the lake. The dance floor accommodates one thousand people, and a high-class orchestra invites one to spend leisure hours within the portals of this delightful Social Lodge.

its stately beauty etched against a glorious background of emerald green as  
and overlooking the golf course and the town.



5 So. Hill St., Los Angeles; 532—16th St., Oakland; Lucerne, Lake County, Calif.



## Golf

SO EXCELLENTLY did Nature do her preliminary work on these beautiful grounds that William Watson, one of the country's best known golf architects, found it easy to lay out the eighteen-hole championship golf course, covering over 6000 yards. This course is now

being laid out as two nine-hole courses, one of which is already completed, while the second will be made ready in a short time. The topography of the land is, indeed, a rare treat for golfers. There are a great many natural hazards, and the course is attractive alike to professional and novice, sporty enough for the expert, and still not too difficult for the less experienced player.

## Riding

The riding devotee has hundreds of paths to choose from—fascinating trails that lead on and on through scenes of elfin charm. Horses may be rented at a very nominal charge, making riding a popular pastime at Lucerne.

## Tennis and Other Outdoor Sports

Tennis is being ardently supported at Lucerne, courts having already been installed. A baseball diamond is being used regularly, while around the big athletic field is laid out a quarter mile running track. Handball courts are also to be constructed.







*A Miniature Community*

All of the comforts of home with none of the restrictions of hotel life are found at Cottage City—the splendid little homes waiting to receive any and all visitors to Lucerne. Excellently constructed, electrically lighted

throughout and comfortably furnished, these homes of varying sizes and price offer full leeway to every taste of the vacationist. Some ninety cottages have been erected, but it is advisable to make reservations beforehand in order to assure getting the accommodations desired.



## *A kingdom all its own — Comfortable dwelling place*

### *Rates at Cottage City*

Cozy, modern cottages of two and three rooms, with toilets and shower baths, suitable for four people.

One-room cottages, community toilets and shower baths, suitable for one or two people.

Rates, \$1.50 per day per person and up; also weekly or monthly rates.

Housekeeping cottages neatly furnished, accommodating two people, \$18.00 to \$20.00 per week.

Housekeeping cottages equipped to accommodate four people, \$30.00 to \$35.00 per week.

For information or reservations, address the *Manager of Cottage City, Lucerne, Lake County, California.*

### *Every Convenience at Cottage City*

Guests at Cottage City will find every modern comfort available. Lucerne has modern water and electric lighting systems, an abundant supply of pure water, and a United States Post Office. Good restaurants and stores are ready to satisfy every desire of the visitor. Prices everywhere are very reasonable.

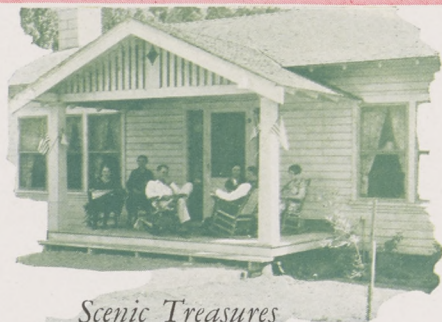
### *Mineral Springs*

In the area surrounding Clear Lake is the most extensive mineral springs region in America. The locality is declared to have more curative springs than all of Europe, all of them popular with health and rest-seekers. The waters are both effervescent and still, hot and cold, and are rich in iron, soda, vichy, apollinaris, seltzer, magnesia, and other elements.

Some of the famous springs of the district are Soda Bay, Bartlett Springs, Highland Springs, Seigler Springs, Adams Springs, Saratoga Springs, Vichy Springs, and many others. Physicians, who are specialists, have stated that the curative value of these waters cannot be over emphasized and have made the prophecy that this region will some day be a health resort comparable to the world's most famous spas.

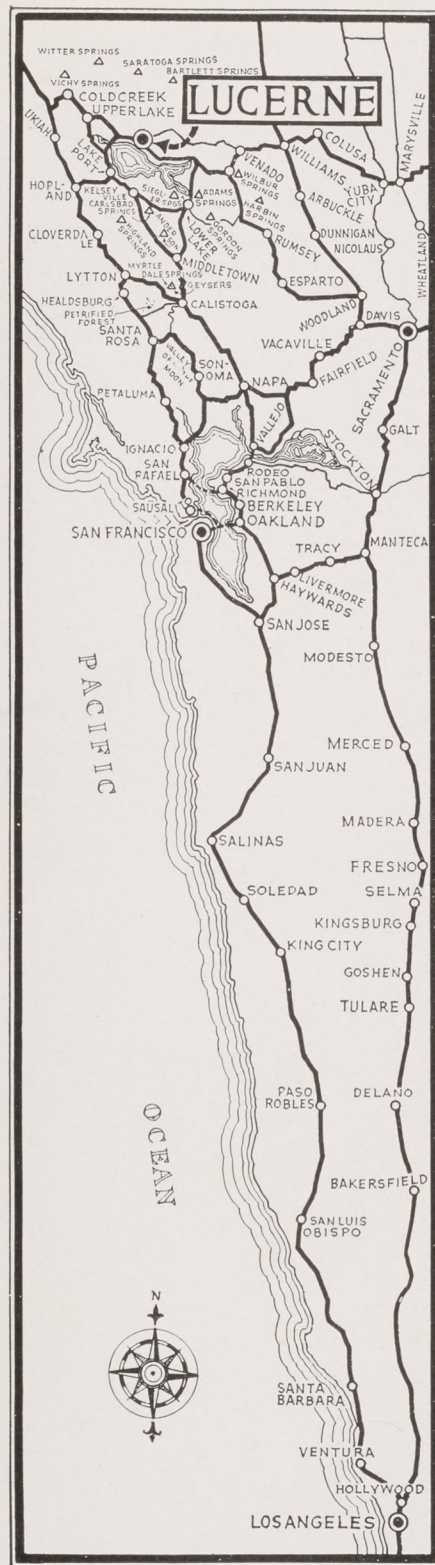
With such restorative waters practically surrounding Clear Lake Beach, Lucerne may be regarded not only as a great recreational playground, but also as a delightful health center.





Scenic Treasures

"WELCOME TO LUCERNE" is the hospitable sign that greets every visitor. All these pictures of Lucerne are photographic reproductions of pictures actually taken—the glorious sunset scene, the cozy homes, charming Cottage City (in the center), and various others. He who once beholds Lucerne, must ever after be enriched by a wealth of glowing memory-pictures. Its beauty haunts one, it is so exquisite.



## Roads to Lucerne

TO REACH Lucerne from any point in California, you drive over State Boulevards and Highways direct to the resort.

The Southern visitor has the choice of either the Valley Route through Bakersfield and Fresno to Oakland, or he may take the Coast Route through Santa Barbara, San Luis Obispo and San Jose to San Francisco. Some may find it preferable to travel by boat, train, or airplane.

From San Francisco, the Golden Gate Ferry, foot of Hyde Street, or the Northwestern Pacific Ferry from the Ferry Building at the foot of Market Street, will take your automobile to Sausalito, the beginning of the famed Redwood Highway which runs due north through Santa Rosa, Healdsburg, Cloverdale, Hopland, and Ukiah. At Hopland, you may take the State Highway which branches to the east and drive over the Hopland grade via Lakeport to Lucerne, or you may drive farther north on the Redwood Highway to where the road forks to the east, a short distance north of Ukiah. Turn here to the east on the Tahoe - Clear Lake - Ukiah Highway and drive past Blue Lakes and Upper Lake to Lucerne.

From Oakland, you may drive out San Pablo Avenue and over the new Carquinez bridge, through Napa, Calistoga, Middletown, Lower Lake, Kelseyville, and Lakeport to Lucerne.

**The New State Highway mentioned below is now completed.**

The new Tahoe - Clear Lake - Ukiah State Highway, now being completed along the east shore of Clear Lake, is to be opened to traffic early in 1929. Then travelers, instead of turning westward at Lower Lake toward Kelseyville, will continue north to Stubbs' Landing, and thence over the new State highway into Lucerne. This is the shortest route to Lucerne from Oakland and the San Francisco Bay District.

Sacramento also will then have a short, direct road to Lucerne via the Pacific Highway to Williams and from Williams to Lucerne via the new Tahoe - Clear Lake - Ukiah Highway.

The Tahoe - Clear Lake - Ukiah Highway, which passes right through Lucerne, links up all the great lines of motor travel from the East and from the North and South. It connects with the Victory Highway; the Lincoln Highway, the main artery of eastern travel; the Redwood Highway and the Pacific Highway.

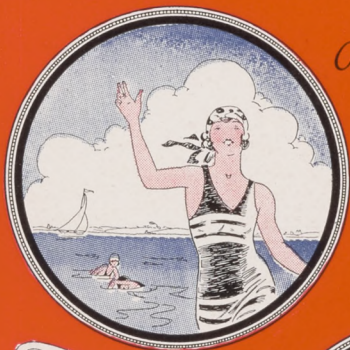
You may also go by auto stage from Southern California or San Francisco. The Pickwick stages from Los Angeles to San Francisco run four times daily, leaving Los Angeles at Sixth and Los Angeles Streets. From San Francisco, stages operate daily between there and Lucerne and connect with trains at Ukiah. By train from San Francisco, via Northwestern Pacific to Ukiah where you connect with auto stage.

Full details regarding the best way to reach Lucerne on Clear Lake from any part of the continent will be furnished upon request, by the Clear Lake Beach Co., Lucerne, Lake County, California.



# LUCERNE

*on Beautiful*  
**CLEAR LAKE**



Bathing



Water sports



Hunting



*Enjoyable*  
*Year-round*  
*Recreation*



Riding